

WBAL-TV
Exhibit 28

MENU OPTION ACTIVITIES – Form BP-02

Type of Activity: Management Training

Activity Classification: _____

Nature of the Activity, Including Date(s):

EEO online seminar – “Navigating The FCC’s Equal Employment Opportunities Rules”
May 11, 2010

Scope of Station’s Participation:

Attend online seminar.

Station Personnel Involved:

Sue Nuñez, Controller/HR Manager

Attach all documentation concerning the nature of the activity, the scope of the station’s participation, and the station personnel involved.

* For “Activity Classification” use numbers “1” through “16” in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

***** DO NOT PUT IN PUBLIC FILE *****

Senior Management Training / EEO Refresher

Nunez, Sue M

From: Lisa Reynolds [lreynoldsnc@bellsouth.net]
Sent: Monday, May 10, 2010 5:43 PM
To: Nunez, Sue M
Cc: Wertlieb, Jordan M
Subject: EEO webcast access instructions

This is a reminder that you are registered for:
Navigating the FCC's Equal Employment Opportunity Rules Webinar
Presented by Brendan Holland, David Wright Tremaine LLP

The Webcast will take place:
Tuesday, May 11
1pm-3pm (Eastern), 12pm-2pm (Central), 11am-1pm (Mountain), 10am-12pm (Pacific)

To view the presentation, go to www.wmsu.org <<http://www.wmsu.org/>> , and select the "Navigating the FCC's Equal Employment Opportunity Rules" listed on the home page. You do not need a login or password.

The webcast will be archived on this site, so you may go back and view the archived version on-demand. The archived webcast will be posted by Friday, May 14.

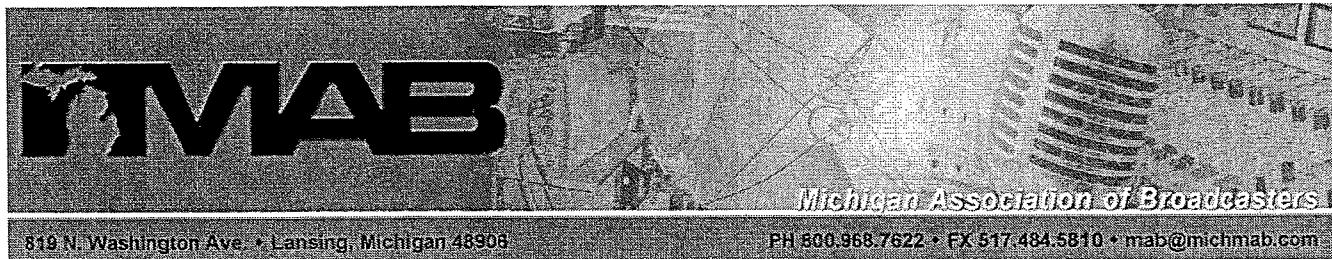
NOTE: the webcast is presented using Real Player, so we strongly suggest making sure you have Real Player on your computer and have tested it prior to the webcast. To download a free version of real player, go to www.wmsu.org/help/ <<http://www.wmsu.org/help/>>

IMPORTANT: Once you have downloaded Real Player, please test your system by selecting "Play" at this link. <http://www.wmsu.org/series.php?code=QUELLOMIE> You should be able to see and hear the test webcast. If not, please contact your network administrator, as they may need to adjust your station's firewall or other blockers.

To ask live questions during the event, you may email mab@wkar.org and your question will be given to the presenter.

For Technical Questions during the event, please call: 1-800-898-9527

Thank you!



Tuesday, May 11 1-3pm
Michigan State University and Online

No Cost for MAB Members, \$100 for Non-Members
[Download Registration Form Here](#)

Description:

The FCC's current Equal Employment Opportunity rules have been in place for nearly seven years, but now is not the time for broadcasters to coast on auto-pilot. With annual EEO public file reports due for stations in Michigan by June 1st, and the next broadcast station license renewal cycle just around the corner in 2011, stations need to make sure that they are familiar with the FCC's EEO rules and are taking all the steps necessary to ensure that they stay out of trouble. EEO continues to be a hot issue for the FCC, and one that draws many fines from the Commission, both at license renewal time and in connection with the ongoing random EEO audits that the FCC conducts several times a year.

With the changes in ownership, personnel, and hiring efforts that inevitably occur at stations over time, it is important that station owners, managers, and hiring personnel are on top of the FCC's rules. This session hosted by the Michigan Association of Broadcasters will provide a primer on the FCC's Equal Employment Opportunity rules, including the outreach required for the opening of jobs at the stations, the non-vacancy related activities that stations should be engaging in, and the recordkeeping requirements to make sure you keep all the necessary documents to support what the station did. The goal of the session is to refresh your understanding of the rules, provide insight into the FCC's enforcement and guidance in the past few years, and highlight some common pitfalls.

No Cost for MAB Members, \$100 for Non-Members

[Download Registration Form Here](#)

About Brendan:

Brendan Holland is a communications attorney with the law firm of Davis Wright Tremaine LLP in Washington, DC. He has been involved with broadcast stations and the broadcasting industry for over a decade. His practice primarily involves the representation of television and radio broadcasters before the Federal Communications Commission and encompasses all aspects of FCC regulatory practice, including rule making proceedings, licensing issues, auctions, transfers, and hearings and adjudications. He regularly counsels stations regarding compliance with the FCC's indecency, DTV, EEO, sponsorship identification, payola, and children's television programming rules, among many others.

Mr. Holland represents broadcast clients before the FCC with respect to spectrum auctions, contested mergers, digital television transition issues, and radio and television licensing matters. In addition, Mr. Holland has also represented clients before the Commission with respect to wireless services, unlicensed devices, and broadband over powerline systems. Mr. Holland is also a contributor to DWT's [BroadcastLawBlog.com](#), which chronicles issues relevant to the broadcast industry, including FCC actions, copyright issues, and industry news.



[skip to content](#)



[HOME](#)

Hosted by
MSU Broadcasting Services
Home also to WKAR-TV, 90.5 FM and AM 670



[Help](#) | [SEARCH](#)

View all media at [WMSU.org](#) with [RealPlayer](#)

Live WebCast
Tuesday, May 11, 2010
1:00 PM - 3:00 PM Eastern

 [Connect](#) beginning at 12:55 PM Eastern. | Live start times may occasionally vary from the schedule.

Available for on-demand viewing beginning Wednesday, May 12, 2010 at 5:00 pm.

MAB: 2010 EEO WebCast

Navigating the FCC's Equal Employment Opportunity Rules.

This session for Michigan broadcasters provides a primer on the FCC's Equal Employment Opportunity rules. Presented by Brendan Holland, Davis Wright Tremaine LLP, and hosted by the Michigan Association of Broadcasters.

More information about this event is available at
http://www.michmab.com/conferences/EEO_webcast_10.html

Presented by
Michigan Association of Broadcasters and MSU Public Broadcasting WKAR-AM/FM/TV

This online presentation is a production of
[WKAR Station Enterprises](#)

©2010 Michigan State University

Send questions or comments about WMSU.org to webmaster@wmsu.org

Nunez, Sue M

From: Wertlieb, Jordan M
Sent: Monday, May 10, 2010 5:37 PM
To: 'Lisa Reynolds'
Cc: Nunez, Sue M
Subject: RE: ***REMINDER*** EEO Webcast, Tuesday, May 11, 1:00-3:00p.m.

Also,

I have signed up my controller to attend. Do you have the confirmation and instructions for Sue?

******REMINDER******

MDCD is offering members an EEO webcast with Davis, Wright, Tremaine's Brendan Holland tomorrow, May 11th, 1pm-3pm (Eastern).

At this time, registered participants should have received instructions to access the EEO webcast.

If you have registered for this conference and have not received the confirmation and detailed instructions, please respond to this email at your earliest convenience.

The webcast will be archived so you can go back and review it anytime within six months of the webcast.

Navigating the FCC's Equal Employment Opportunity Rules
Brendan Holland, Davis Wright Tremaine LLP

Tuesday, May 11, 2010
1pm-3pm (Eastern)

The FCC's current Equal Employment Opportunity rules have been in place for nearly seven years, but now is not the time for broadcasters to coast on auto-pilot. With annual EEO public file reports due for stations in Michigan by June 1st, and the next broadcast station license renewal cycle just around the corner in 2011, stations need to make sure that they are familiar with the FCC's EEO rules and are taking all the steps necessary to ensure that they stay out of trouble. EEO continues to be a hot issue for the FCC, and one that draws many fines from the Commission, both at license renewal time and in connection with the ongoing random EEO audits that the FCC conducts several times a year.

With the changes in ownership, personnel, and hiring efforts that inevitably occur at stations over time, it is important that station owners, managers, and hiring personnel are on top of the FCC's rules. This session hosted by the Michigan Association of Broadcasters will provide a primer on the FCC's Equal Employment Opportunity rules, including the outreach required for the opening of jobs at the stations, the non-vacancy related activities that stations should be engaging in, and the recordkeeping requirements to make sure you keep all the necessary documents to support what the station did. The goal of the session is to refresh your understanding of the rules, provide insight into the FCC's enforcement and guidance in the past few years, and highlight some common pitfalls.



About The Speaker: Brendan Holland is a communications attorney with the law firm of Davis Wright Tremaine LLP in Washington, DC. He has been involved with broadcast stations and the broadcasting industry for over a decade. His practice primarily involves the representation of television and radio broadcasters before the Federal Communications Commission and encompasses all aspects of FCC regulatory practice, including rule making proceedings, licensing issues, auctions, transfers, and hearings and adjudications. He regularly counsels stations regarding compliance with the FCC's indecency, DTV, EEO, sponsorship identification, payola, and children's television programming rules, among many others. Mr. Holland represents broadcast clients before the FCC with respect to spectrum auctions, contested mergers, digital television transition issues, and radio and television licensing matters. In addition, Mr. Holland has also represented clients before the Commission with respect to wireless services, unlicensed devices,

and broadband over powerline systems. Mr. Holland is also a contributor to DWT's BroadcastLawBlog. <http://BroadcastLawBlog.com/> com
<http://BroadcastLawBlog.com/> , which chronicles issues relevant to the broadcast industry, including FCC actions, copyright issues, and industry news.